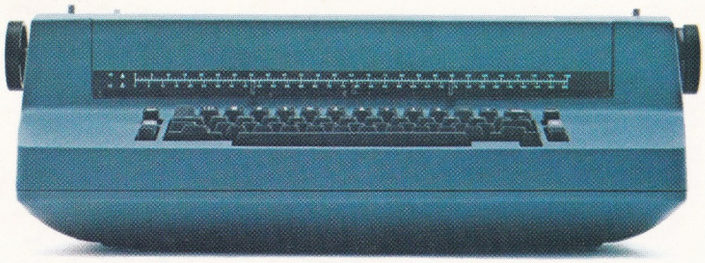
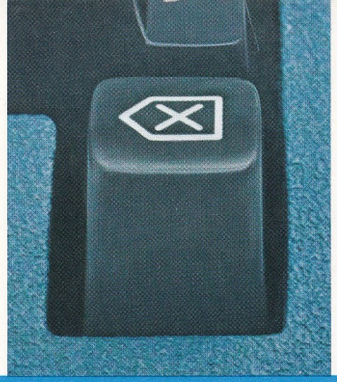
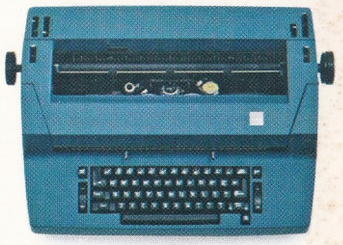
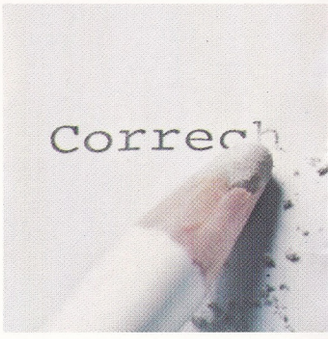






The IBM Correcting Selectric® Typewriter

IBM



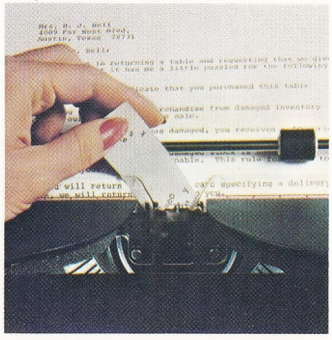
Are your secretaries still correcting errors the same old way?

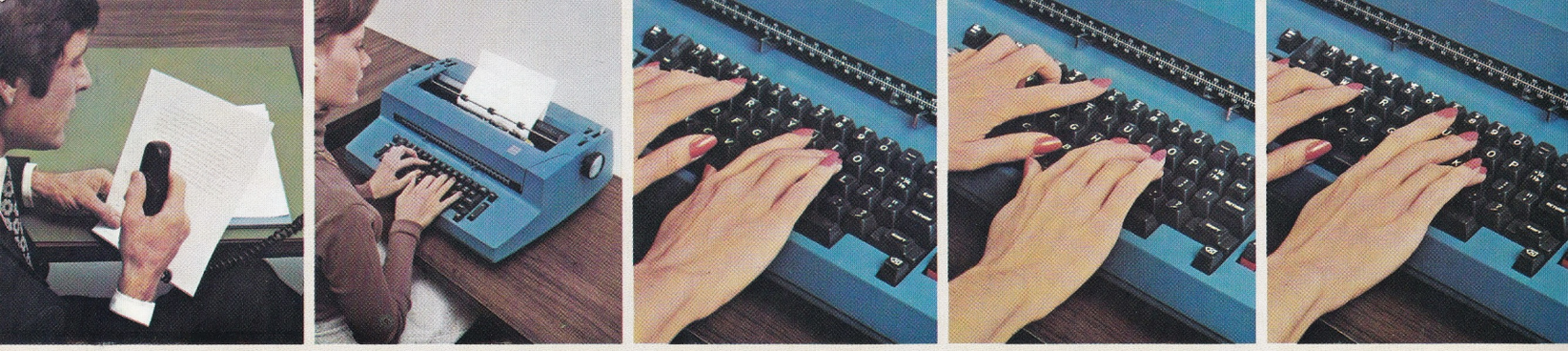
Take a close look. The fact is, your secretaries and typists are probably correcting errors the same way as a generation ago. Or two generations ago. And the old-fashioned way is costing you money. Probably more than you imagine. Because no matter how skilled your typists may be, typing errors are going to occur. No one types error-free all the time. And with traditional methods, you know what happens when typing errors take place.

Typing is interrupted.
The typist's fingers must leave the keyboard to erase, to cover up, to paint over.

Time is wasted.
The very act of erasing, covering up or painting over wastes time. And because fingers leave the keyboard, momentum is lost. Office productivity goes down.

Quality can suffer.
Equally important, the finished document is often one you don't want to put your signature on. And the whole thing has to be thrown in the wastepaper basket and retyped. (Indeed, more documents are probably retyped than you know.) The result? Less work is turned out in a day. Morale of your secretaries goes down. And costs go up.



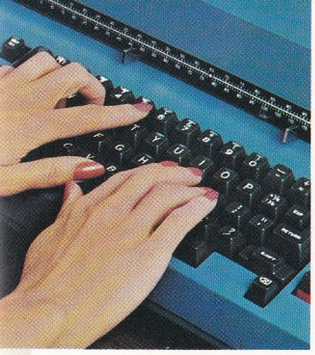


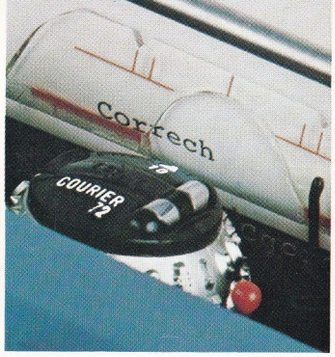
Why not correct errors the way they're made?

Think what it would mean if your typists and secretaries could correct errors the same way they make them. By typing. Making corrections would be just another typing function.

Work could be turned out faster.
Errors would be eliminated easily and neatly—without interrupting the work flow. Fingers would not have to leave the keyboard. Time and effort would be saved. And there would be no loss of momentum.

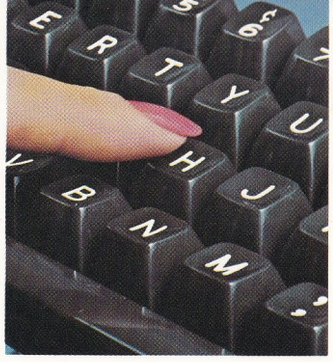
Documents would be right the first time.
Quality would be improved. Letters, memos and reports would be clean, crisp and professional—ready for your signature the very first time. Your secretaries and typists would have more time for other work. Does such a typewriter exist? It does. And it could save your organization time, effort and money.





Error is made.

First, typist presses Correcting Key to point of error. Typing element backspaces.



Second, typist restrikes incorrect character.

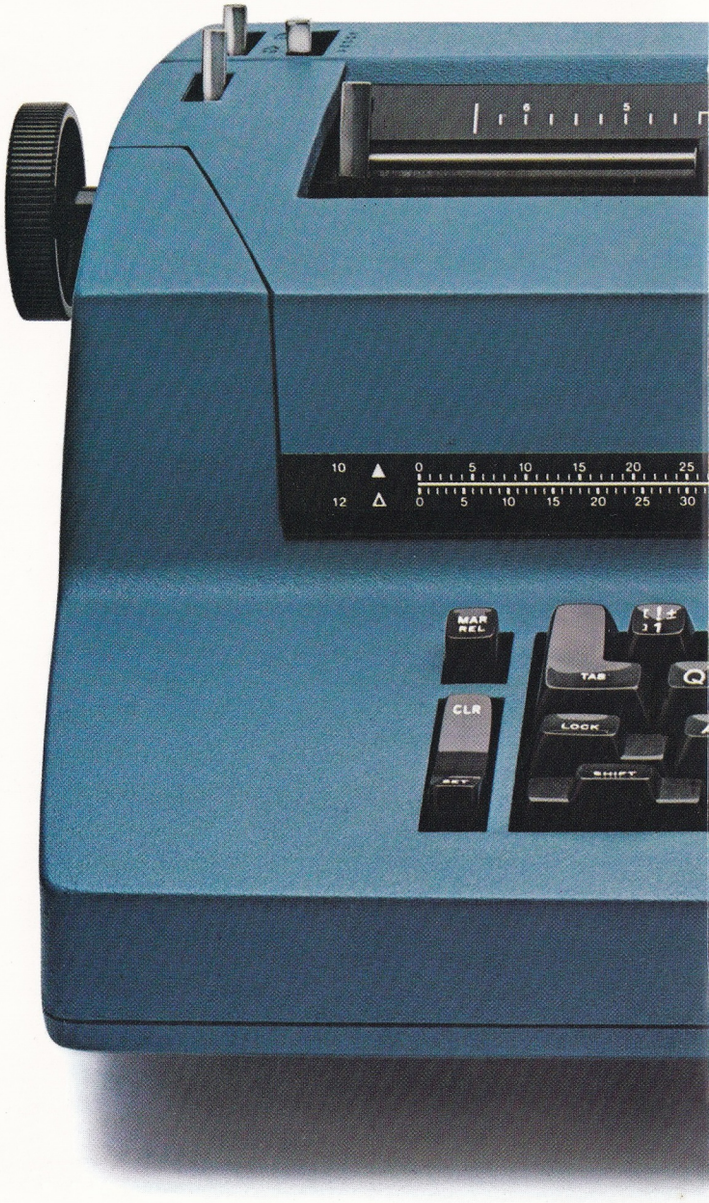
The IBM Correcting "Selectric" Typewriter. It lifts mistakes off the page.

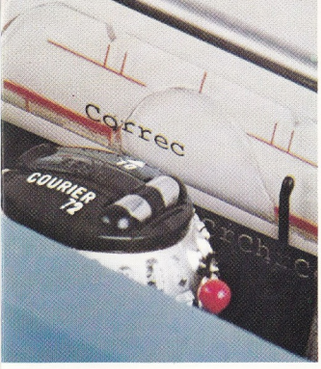
When a typing error is made, the IBM Correcting "Selectric" Typewriter can make it disappear as quickly as 1-2-3. And correct it so neatly and cleanly that everything typed has the error-free look of perfection.

The correcting capability is built in.
That's because the original copies are corrected as a normal part of the typing function. A touch of the conveniently located correcting key, and the typewriter lifts the error right off the page.

Signature quality on the very first draft.
It means that you get all your typed communications fast, clean, error-free—ready for signature the first time. There's no lost time retyping an entire page to get a letter-perfect original. Letterheads and envelopes that might ordinarily have had to be discarded can now be used. Typists can work at top speed—without worrying about mistakes.

The IBM Correcting "Selectric" Typewriter can't eliminate errors. But it can eliminate the penalty you and your secretaries pay when they happen.

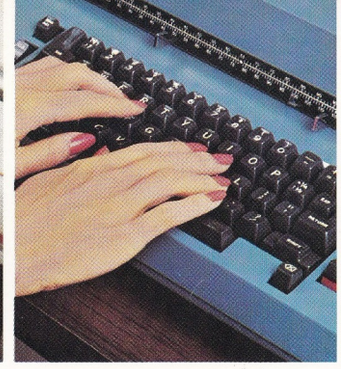




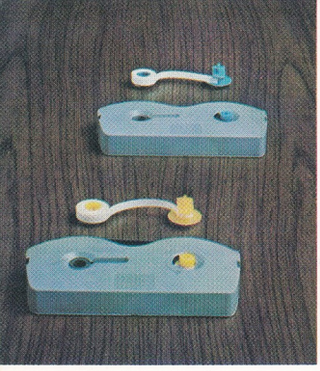
Error is lifted right off the page. Typing element remains in position.

Third, typist strikes correct character.

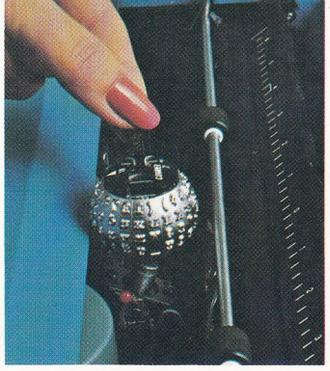
Correction is completed.



And typist resumes typing.

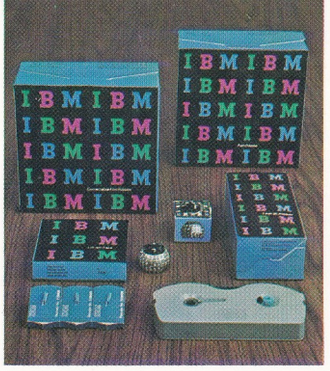


Two tape systems.

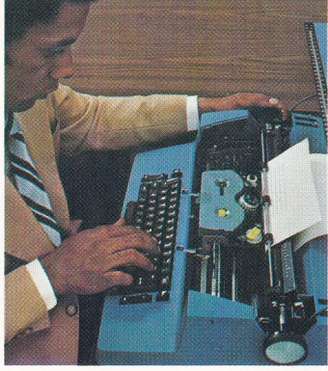


Interchangeable elements.

Dual pitch.



Supply agreement.



Service agreement.

Plus you get these versatile and productive features.

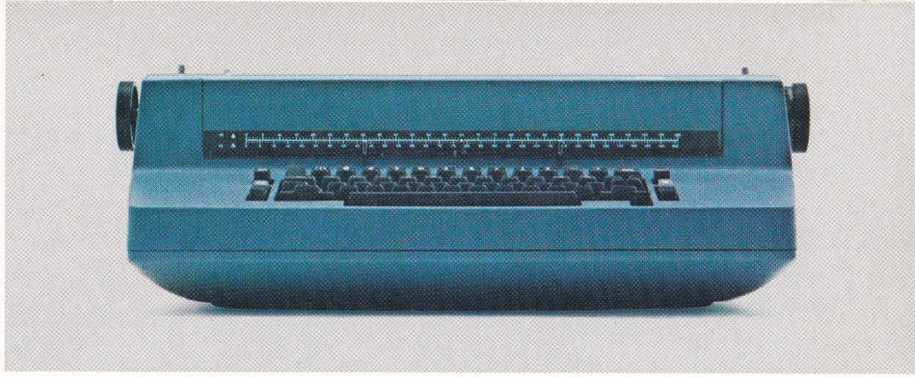
The IBM Correcting "Selectric" Typewriter provides many outstanding features in addition to its correcting, first-time final copy capability. These include:

Two ribbon systems to fit your needs.
With the Correcting "Selectric" Typewriter, you get a choice of two correction systems. (1) The IBM Correctable Film Ribbon with IBM Lift-off Tape. Or, (2), the IBM Tech III Ribbon with IBM III Cover-up Tape.
The Correctable Film Ribbon is ideal for all general correspondence and where the first, or original, sheet of paper is smooth-surfaced. The ribbon ink is formulated to work in tandem with the tape, which has lift-off capability. Together, they assure the complete removal of the typed image on original copies when mistakes are made.
The Tech III system should be used when typing negotiable documents or when you are using type styles larger than Courier. It has extra-long life and produces a sharp, easy-to-read impression even after the ribbon is struck several times in the same area. What's more, it is virtually impossible to decipher any information on the ribbon after its use.

Type styles you can change at will.
Type styles can be changed to fit individual document needs as simply as snapping on and off interchangeable elements. Subtle or bold. Technical or personal. A wide range of popular type styles is available, plus custom elements that permit the substitution of special symbols. All-in-all, you can select from more than 1,200 different fonts, type styles, languages, and keyboards. The elements, too, have been carefully designed for durability and ensure perfect alignment and density of typeface—so important for both appearance and OCR use.

Dual pitch—like having two typewriters in one.
A flick of a lever makes it possible to type 10 characters to the inch (10-pitch) or 12 characters to the inch (12-pitch). 10-pitch is ideal for correspondence and where you want large, impressive, easy-to-read results. 12-pitch is useful for forms, reports, long text, detailed information, or where space is at a premium.

Annual Service Agreement—helps maintain efficiency.
To help keep your Correcting "Selectric" Typewriters operating at maximum efficiency and to add to their useful life, IBM offers an annual service agreement. Highly qualified IBM Customer Engineers, who are radio dispatched in most areas, provide



prompt response to your call. Charges for travel time and mileage are included in the cost of the annual service agreement. They inspect, clean and lubricate your equipment, as required during service calls and will replace parts, if needed, at no additional charge. They also make selected engineering changes when applicable to help keep your typewriter up to date.

Annual Supply Kit—to get you started.
When you order your new IBM Correcting "Selectric" Typewriter, you may also want to order an Annual Supply Kit so that you have the supplies you need when the new IBM Correcting "Selectric" arrives. The kit consists of 24 Correctable Film Ribbons and 18 Lift Off Tapes which constitute what the average user will need during the first year.

Annual Supply Agreement—convenient, economical.
IBM also offers an annual supply agreement that will assure you that you always have on hand the necessary supplies—correcting tapes, ribbons, elements, and carbon paper—to produce superior typewriter results. It's economical, convenient—saving you the cost and bother of reordering, while providing quantity prices and systematic shipping.

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